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FIRST ASEAN PUBLIC RELATIONS REGIONAL CONFERENCE

IN CONJUNCTION WITH
ASEAN 50TH ANNIVERSARY

PROCEEDINGS

OF ASEAN PUBLIC RELATIONS CONFERENCE

CALL FOR ABSTRACTS

"Communicating ASEAN: Research and Practice"

September 20th, 2017

The Trans Resort, Bali - Indonesia

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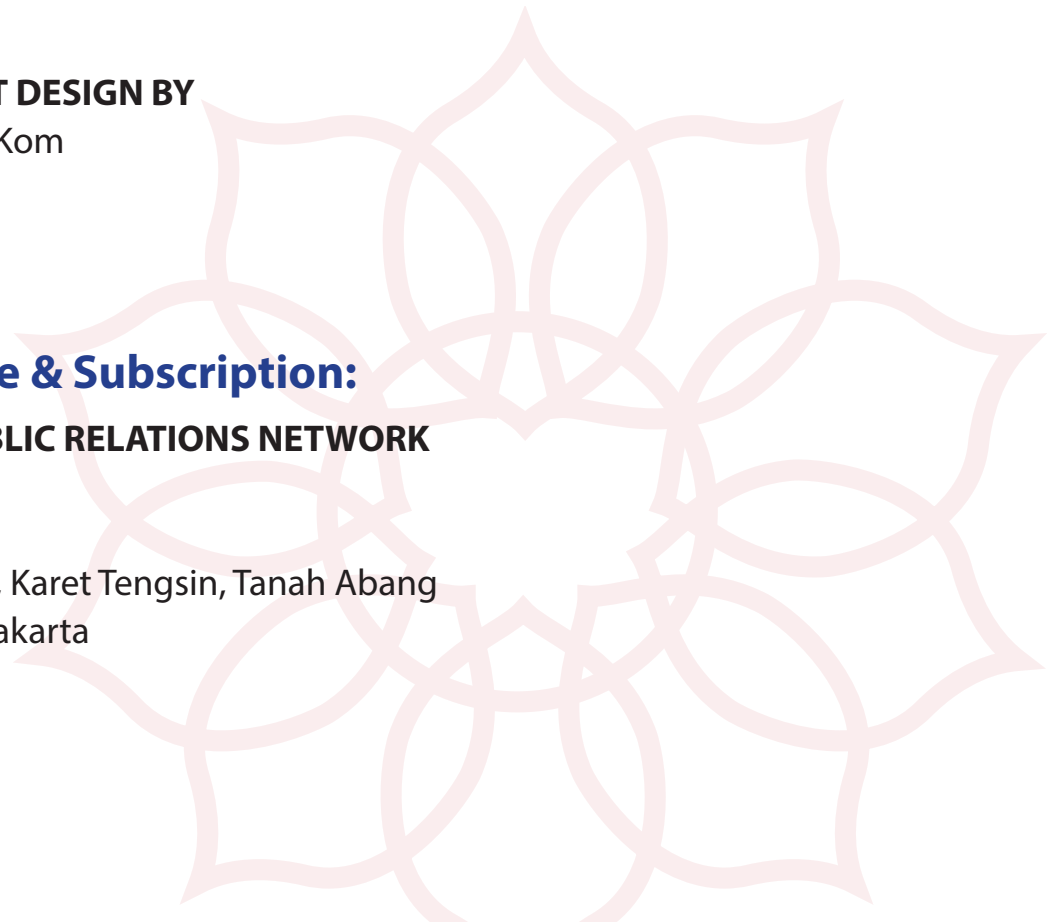
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PREFACE



As ASEAN celebrates its 50th Anniversary, ASEAN PR Network also celebrates its first regional event of its kind, ASEAN PR Conference in collaboration with Global Alliance for Public Relations and Communications Management. This link is between ASEAN and Switzerland based organizations with over half a million members worldwide. It is a truly and international conference gathering prominent thought leaders of PR and Communications disciplines.

The theme of the conference which is Communicating ASEAN's global competitiveness will be discussed, examined, challenged and recommended as a road map of how PR and Communications can help ASEAN earn its

distinguished place in the global and other regional communities in which ASEAN needs to nurture and harvest its full potential.

The conference will commence with Association Leaders Workshops, Call for Papers for academic community, a Welcome Reception, Gala Dinner and of course dense conference sessions packed with discussions and thought sharing by and for the participants and speakers.

We are honored to welcome renowned public officials, speakers, resource persons and caliber professionals from private and public sectors, and having it organized in Bali will certainly foster an ambience of friendship in relaxed and joyful manners. In fact, our choice of venue, which is a 5 star diamond rated resort, is deliberately chosen to rejuvenate our body and soul, which will eventually produce quality outcome.

On behalf of the entire organizing committee, I thank all my team, the speakers, officials, patrons, sponsors, partners, friends, colleagues and most of all the entire participants. I hope we can all learn and benefit from this forum and contribute to the prosperity of our region in the future.

With best regards
Prita Kemal Gani
APRN Chair

PREFACE



FROM ASEAN TO THE PR WORLD

Never in the history of Humanity have communication systems been so accessible and never have so many people been connected to each other. Facebook, the most widely used social network, has already surpassed 2 billion users. WhatsApp, the most popular communication channel, is used monthly by 1.2 billion people. Furthermore YouTube is translated into 76 languages, representing 95% of Internet users. Connections, messages and videos set up an endless supply of information and entertainment.

And still, the world needs more communication than ever before.

This paradox is related to another: as globalization

advances, the world is more fragmented from the political point of view. The rise of various forms of nationalism is a proof of this. It is as if politicians and citizens live in different worlds.

This is because the solution is not in technology, but in politics itself, understood as the government of the people, far from favourable interpretations that have done so much damage to the res publica (commonwealth). Politics is all about guaranteeing coexistence, seeking progress and defending the common good. The policy has to be global by definition and is based on dialogue between diverse interests.

A world that is more fragmented, politically and morally, needs supranational initiatives and lots of dialogue to overcome the divisions. Wherever there is conflict a conversation is needed, and nowadays conflict is more the rule than the exception. The great challenges facing the planet cannot be addressed with local solutions, they need integrated visions imbued with generosity.

The Global Alliance for Public Relations and Communication Management expresses that spirit in the scope of its industry. It is a modest contribution, but with a tremendous ambition to create spaces for dialogue. Communication is the most important tool for crossing borders, managing differences and promoting a spirit of cooperation. Far from building walls, our professional tribe—the communicators—should focus on vaulting over them.

The first ASEAN PR Conference is also the expression of the ASEAN PR Network's willingness to build bridges to join countries, people and ideas for a better world. ASEAN PR professionals are thinking big and thinking globally to address regional challenges.

It is an initial worthwhile conversation looking for answers to questions that countries can not respond unilaterally.

José Manuel Velasco

Chair of the Global Alliance for Public Relations and Communication Management

PREFACE



The Richness of ASEAN Research and Scholarship

The richness of ASEAN research and writing is very clear from the papers presented in the 'Call for Abstracts' session of the First ASEAN Public Relations regional conference in Bali this week.

The range of topics is impressive. Of course the impact and use of Social Media on public relations in the private, public and not for profit arenas is covered, but there are also ASEAN perspectives on other topics that are high on the public relations agenda globally such as the impact of feminisation on the profession, government/citizen relations, how public relations can help with competitiveness, crisis communication and

the cultural aspects that need to be considered.

Then there are new papers addressing ASEAN and Asian issues specifically, such as public relations in the primary mining industries in the region, the ethnic and political tensions, Government moves regionally towards sustainability and the development of the public relations profession in the region.

These are just some of the topics presented in over 30 papers at the conference, the Abstracts of which are provided here. Their variety and ASEAN perspective will add considerably to the important body of work that is now being generated by academics and practitioners in the region. The conference organisers are to be congratulated for showcasing the best of ASEAN scholarship: it is a welcome counterpoint to many academic conferences which tend to be dominated by western viewpoints.

Prof. Anne Gregory

*Professor of Corporate Communications
University of Huddersfield (United Kingdom)*

PREFACE



Welcoming ASEAN and the Global Community

On behalf of the Organizing Committee, I would like to welcome all of you, respected speakers, reviewers and participants of Call for Abstracts, ASEAN Public Relations Conference (APRC). The Call for Abstracts is part of the APRC and is hosted by the ASEAN Public Relations Network (APRN) and the Global Alliance for Public Relations and Communication Management (GA).

The conference aims to promote a greater understanding of ASEAN. On 8 August 2017, ASEAN was 50 years old, and today, ASEAN has entered a developing phase as ASEAN Community where it has chosen to become an integrated

region. This integration was formed into three cooperation pillars amongst ASEAN members. First is ASEAN Political-Security Community, second is ASEAN Economic Community, and third is ASEAN Socio-Cultural Community. Since 31 December 2015, ASEAN Community has applied its vision into reality.

The theme of the Call for Abstracts is "Communicating ASEAN: Research and Practice." It will identify and discuss the changes for the upcoming ASEAN Community of its diverse fields of communication. The APRC 2017 should be beneficial for all participants. They will learn many new aspects of research in their related theme, either from the reviewers, invited speakers or general participants. In addition, they could also interact with each other, and that would lead to strong and broad networking in the future.

So far, we have tried to do our best to prepare the Call for Abstract, APRC 2017. Nonetheless, we admit that this conference is far from perfect. Therefore, please accept our sincere apologies for any kind of inconvenience found at this conference. Thank you to all the reviewers, speakers, officials, patrons, sponsors and partners, friends and colleagues, and last but not least all respected participants.

Above all else, please let's welcome the Call for Abstracts, ASEAN Public Relations Conference and enjoy your stay in BALI, INDONESIA.

With best regards
Yuliana Riana P.
Call for Abstract Chair

OVERVIEW

The ASEAN Public Relations Regional Conference supports and encourages interaction among scholars, academic researchers and PR professionals. The conference aims to identify and discuss the challenges and opportunities presented by the ASEAN Community, particularly with regard to public relations, communications and related fields. The conference will provide an opportunity for scholars and researchers to present their findings to an audience of professional peers and benefit from their feedback and review.

Scholars whose papers or posters were accepted will be asked to make their presentation to a panel discussion with reviewers on 20 September 2017. The program will include a workshop on “How to Get into Academic Journals” on the morning of 20 September 2017, followed by an afternoon session where authors will present their work for panel discussion.

The theme of the Call for Abstracts/Posters is “Communicating ASEAN: Research and Practice” The main aims to stimulate discussion about the position and brand of ASEAN in a globally competitive environment in theory and practice. Several international experts in the field of communications and public relations will present and review paper and poster submissions.

Topics for the Call For Abstract/Poster are:

- Corporate Communication
- International Relations
- Media Relations
- Public Relations
- Ethics
- Communications Management
- Social Media Communications
- Public Perception

Proceedings:

All the accepted abstracts/posters will be invited to write a 3,000 word paper that will go into **The Proceedings of ASEAN Public Relation Conference.**

Special Paper:

Authors of the selected best abstracts/posters presented at the panel discussions will be invited to submit for review by **the Journal of Communication Management.**

THE HOSTS

ASEAN Public Relations Network

ASEAN Public Relations Network (APRN) was inaugurated on June 2, 2014 at the ASEAN Secretariat, Jakarta, and was established by Prita Kemal Gani, MBA, MCIPR, APR. APRN is a platform for PR professionals, PR academicians, PR associations and students majoring in PR from the ten ASEAN countries to establish relationships, discuss and share the latest PR issues, conduct research and create PR programs together to improve the competence of PR practitioners in ASEAN. APRN is an international organization which initiated the first cooperative relationship between PR professionals, academics and associations between the ASEAN regions.

The Global Alliance for Public Relations and Communication Management

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing 160.000 practitioners and academics around the world. It is a not-for-profit organisations based in Switzerland.

The Global Alliance's mission is to unify the public relations profession, raise professional's standards all over the world, share knowledge for the benefit of its members and be the global voice for the public relations in the public interest.

The Global Alliance relies on the efforts of communication professionals to tackle common problems with a global perspective. By partnering with regional, national and international bodies to increase professionalism in public relations and communication management, this Alliance works to enhance the collaborative professionalism of the industry among its constituents around the world.

Participatory Development Communication: between Achieving Government's Development Target and Encouraging Community's Participation (A Case Study in Renewable Energy Initiatives in Indonesia)

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INTRODUCTION

This paper focuses on the communication processes about renewable energy to encourage rural community participation towards renewable energy community in Indonesia. Renewable energy community is "a state-of-the-art community in which integrated, renewable energy technologies play the primary role in meeting the energy supply and demand needs of its residents, with the possibility of providing excess energy back to the grid or other communities" (Carlisle, N., Elling, J., & Penney, T., 2008). In Indonesia, renewable energy community is part of the main goal of Indonesian Government towards energy independence. While moving to renewable resources may be a policy objective, changing the attitudes and behaviour of people towards renewable energy community is a significant task. This paper, accordingly, aims to achieve these objectives : (1) explore the communication process conducted by local government to encourage community participation in the renewable energy initiatives, and (2) examine communication climate and communication satisfaction in the process towards renewable energy community.

Using a case study approach towards Dusun Kedungrong, which has adopted micro hydro power, in Kulon Progo Regency, Special Province of Yogyakarta, Indonesia, this paper proposes that strategic communication is a pre-requisite and an instrument of effective policy making and public participation in the area of sustainability issue, including in the transition process into renewable energy community.

LITERATURE

Strategic communication emphasizes the strategic application of communication and how an organization functions as a social actor to advance its mission (Hallahan 2007). Strategic communication is more than disseminating of information but an active process to accommodate stakeholders' perspectives (GTZ, 2006, UNICEF et.al., 2004). It ensures a two-way flow of communication and takes into account human factors such as sociology, psychology, culture, behavior, and politics, in a process to build consensus and partnerships regarding the development agenda (GTZ, 2006).

In the development agenda, this strategic communication is articulated into participatory development communication for an effective community organising process (Besette, 2004). Participatory development communication is a communication process, which relies on dialogue for sharing information, perceptions and opinions among the various stakeholders, in order to empower those who are most vulnerable and marginalized (Tufte & Mefalopulos, 2009). Participatory development communication is not just the exchange of information and experiences, but also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.

To enable this participatory approach, it is important to create supportive communication

climate. Adopting from organisational communication approach, the communication climate is a combined perceptions (or a macro evaluation) of communicative events, human behaviors, responses of employees to one another, expectations, interpersonal conflicts, and opportunities for growth in the organization (Ahsanul 2013). This includes six dimensions of communication, i.e. trust, supportiveness, listening in upward communication, openness in downward communication, participative decision making, and concern for high performance goals (Ahsanul 2013). These communication dimensions will enhance the degrees of stakeholders participation in decision making (Ahsanul 2013) as well as the success of international project development (Diallo & Thuiller 2005).

Interaction between individuals will create communication climate. Positive communication climate will lead to communication satisfaction. Communication satisfaction refers to an individual's satisfaction with various aspects of the communication occurring in the organization (Engin 2012, Pace & Faules 1993), including information related to a project, sufficient information, ability to recommend an improvement, efficiency of top down communication, media quality, the way of peers to communicate, and the whole information about the project (Pace & Faules 1993). Communications satisfaction will lead to commitment towards organisational goals.

METHODOLOGY

This study is a qualitative study based on case study approach. The communication process in the development of micro hydro power (MHP) in Dusun Kedungrong, Kulon Progo Regency, Special Region of Yogyakarta, is chosen as the case study. Micro hydro power is part of Indonesian Government's plan to electrify remote rural area using renewable energy technology. This technology has a competitive price, can be implemented using indigenous technology, and is also suitable for rural Indonesia's geographical condition.

The appreciative inquiry approach is undertaken to explore the community engagement into the micro hydro project. This approach is chosen due to four reasons: (1) this approach emphasizes exploring new ideas, (2) this approach involves members of the community and emphasizes community engagement during the process, (3) each person has an equal opportunity to participate, and (4) this approach is considered a new approach in Indonesia, therefore, there is a potential for a better contribution towards approach in understanding community needs.

The research team observed the area and conducted preliminary interviews with the hamlet's leader and community members who are responsible for maintaining the MHP, as well as with local government representatives. Based on these observation and preliminary interviews, the research team identified actors and groups of community as the participants of the study. The participants of this study can be divided into two main groups: (1) local government actors, and (2) community members. The data was collected through interviews and focus group discussions (FGD). The research team conducted 3 FGDs with male community groups and 3 FGDs with female community groups. There were 23 interviews conducted. This consisted of 3 interviews with central government representatives and 6 interviews with province and regency government representatives, who are responsible for renewable energy policy, 2 interviews with community leaders, 4 interviews with MHP community organisation representatives, and 8 community members who actively access to the MHP.

KEY FINDINGS AND DISCUSSION

This study found that communication process in the development of MHP in Dusun Kedungrong was characterised by a top down approach. Local government representatives have become the main actors and source of information. The community members mostly act as receivers of messages rather than part of active actors in developing communication process neither in the management of MHP.

The study found positive and negative communication climate within communities. Results from FGDs and interviews with community members show that there is trust and honesty among community members as well as between the community and local government representatives. There is also a very established collective decision making process in the community. In spite of this, the study found that there was negative communication climate with regards to relationship with local government. Community members perceived that there was a less openness in the MHP communication process from local government. They stated that there was no regular visit from local government representatives that allow them to ask questions or communicate their problems. They also claimed that communication from local government mainly focused on technical issues of MHP rather than how to encourage communities to maximise the use of MHP. This contributes to a negative communication climate, since it does not meet the community's communication needs.

This communication climate tends to lead to a negative communication satisfaction. Communities do not feel satisfied with information they received. There was insufficient information regarding MHP. Most of informations given were mainly about technical issues. Even though local government representatives try to use various channels, such as text message, phone call, meeting, or site visit, participants claimed that these channels are only used when they need to discuss MHP technical problems. Further, participants claimed that there is a lack of top down communication efficiency, since there is no regular visit that allows communities to ask for further information.

This negative communication climate, however, does not lead to direct rejection from communities to the MHP project or to the local government representatives. This might be due to community values and local wisdom. Village communities in Indonesia have strong community bond as well as values of togetherness, which leads to a sense of shared destiny, a locality, and a strong fraternity. Communities' social relations mainly aim to create a harmonious life, bringing inner peace and balance. This is manifested by the act of mutual help and living in harmony. Accordingly, even though communities feel do not fully satisfied with communication design developed by local government, communities will still maintain good relationships with local government representatives.

In addition, this study observed that the communication process conducted by local government still does not encourage community participation. Communities are still in the position of receivers rather than actors who should own the MHP. Communities communication channels, such as community groups meetings or mosques announcement channels, are mainly used to disseminate information rather than to encourage community participations into MHP project.

CONCLUSION AND RECOMMENDATION

Participatory development communication design should optimize the use of communication channels to allow a higher level of public involvement in communication system as well as to

empower community to be fully involved in the formulation of communication policies and plans. To encourage communities' participations, the communication design should not only focus on achieving the government's development target, but also need to consider local values and wisdom. Local wisdom needs to be respected for being the foundation of community development in order to achieve self-reliance and independence.

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